



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
(Attorney Docket No. 004775.00001)

10/A  
BA 4/15/03

In re U.S. Patent Application of Jerry W. )  
Lennon )  
Application No. 09/733,197 ) Examiner: Nhon T. Diep  
Filed: December 8, 2000 ) Group Art Unit: 2613  
For: CUSTOMER IMAGE CAPTURE AND USE )  
THEREOF IN A RETAILING SYSTEM )

RECEIVED  
APR 15 2003  
Technology Center 2100

**RESPONSE TO OFFICE ACTION MAILED FEBRUARY 27, 2003**

Assistant Commissioner for Patents  
Washington, DC 20231

Sir:

In response to the Office Action dated February 27, 2003, please enter the following response. The Examiner set a three-month period for response, thus making this Amendment due on or before **May 27, 2003**. It is believed there is no fee due in connection with this filing. If a fee is due, the Commissioner is authorized to charge such a fee to Deposit Account No. 19-0733.

Please amend the patent application as follows:

**IN THE CLAIMS**

Please amend the following claims:

14. (amended) A method for manipulating a customer image corresponding to a customer, the method comprising:

capturing the customer image;

generating a composite image comprising the customer image and one of at least one apparel style image corresponding to a potential purchase item; [and]

displaying the composite image thereby allowing the customer to assess the potential purchase item without having to try it on; and

storing the customer image,

AI

A